

Why Recycling Matters



Reduce, Reuse, Recycle
Cambridge!

Randi Mail, Recycling Director
Public Forum on Recycling - May 20, 2004 - Senior Center

Presentation Overview

- Goals
- Why Recycling Matters
- How We Can Do Better
- Spreading the Word



Why Recycle?

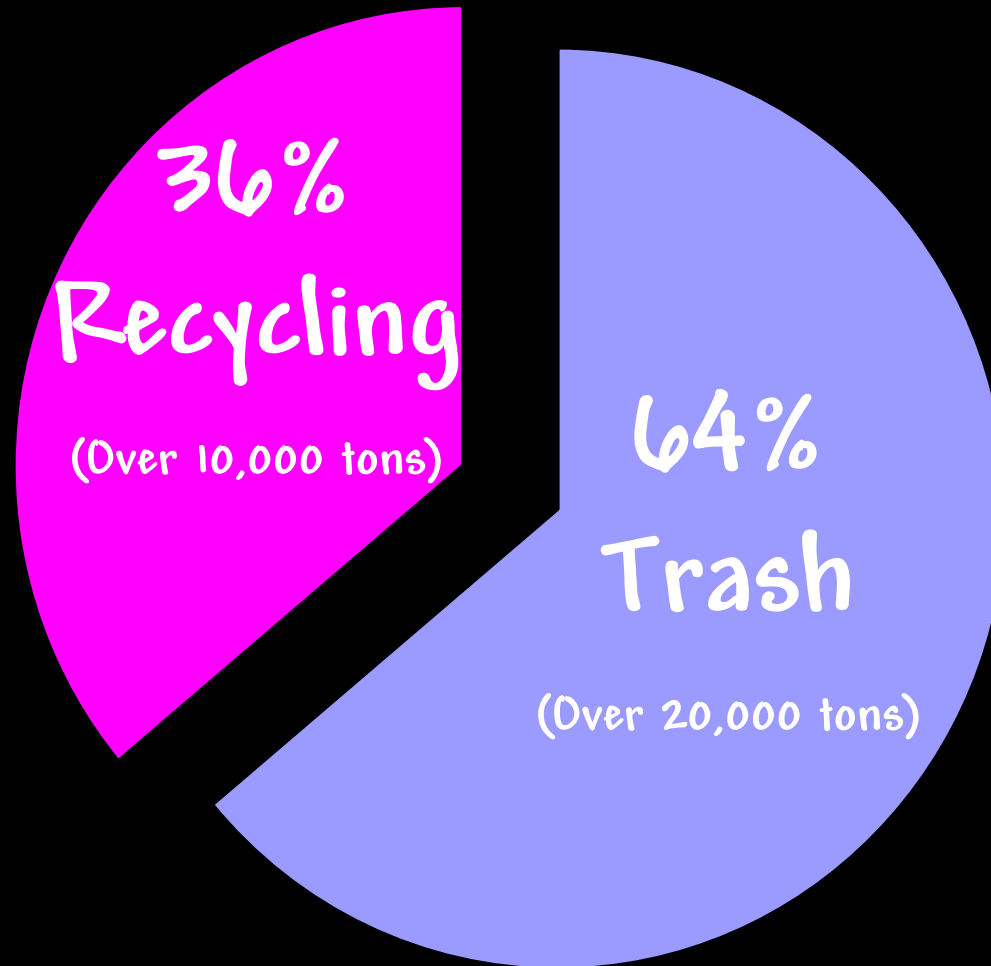


... the planet benefits!

... the economy benefits!

... people benefit!

How much do we recycle?



... Cambridge recycling rate has been around 36% for last several years.

Can we recycle 40% of our waste?



Debunking the Myth!

“it isn’t really recycled”



7. 5. 2004

Debunking the Myth!

“it isn’t really recycled”



Debunking the Myth!

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Debunking the Myth!

“it isn't really recycled”



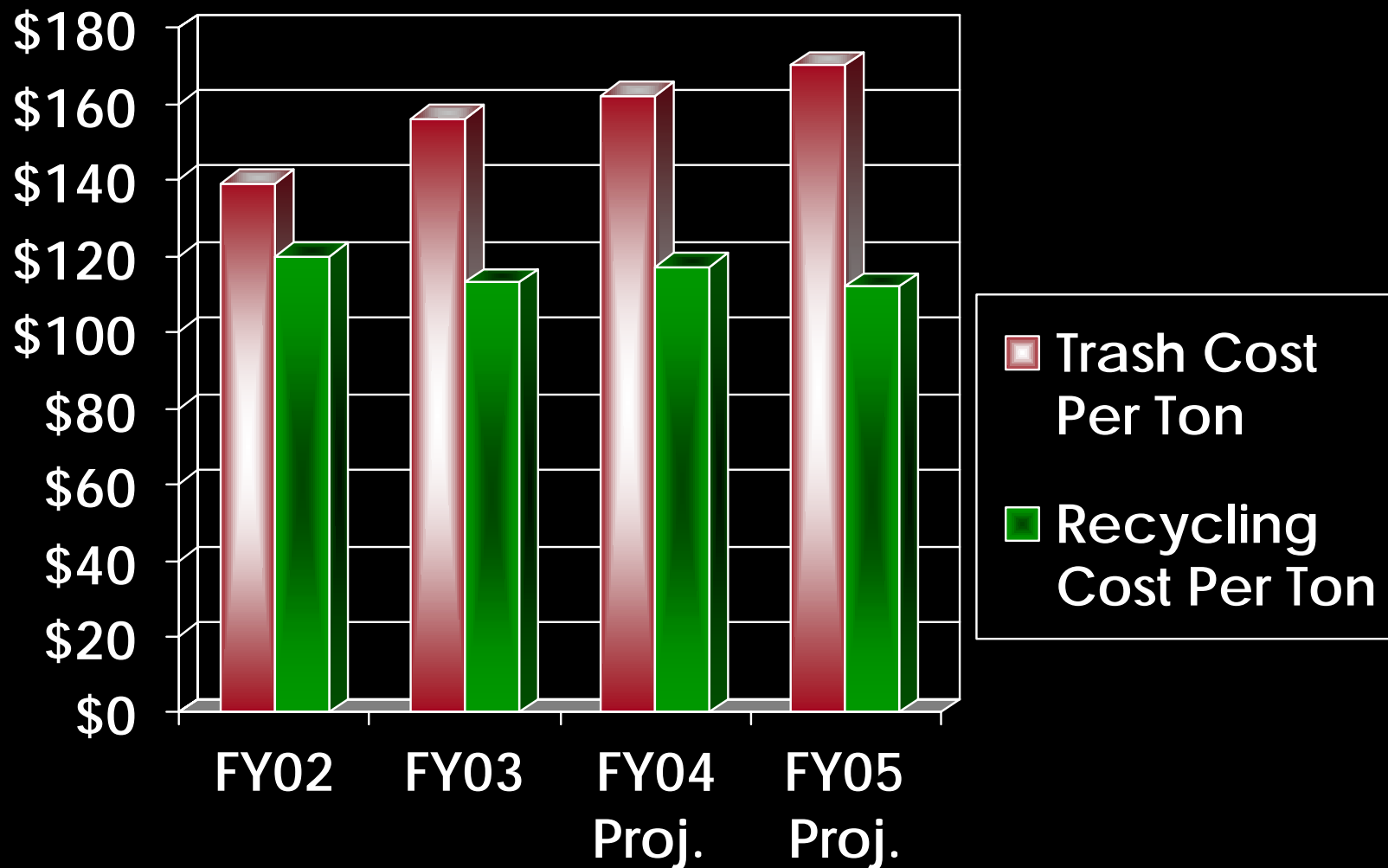
Debunking the Myth!

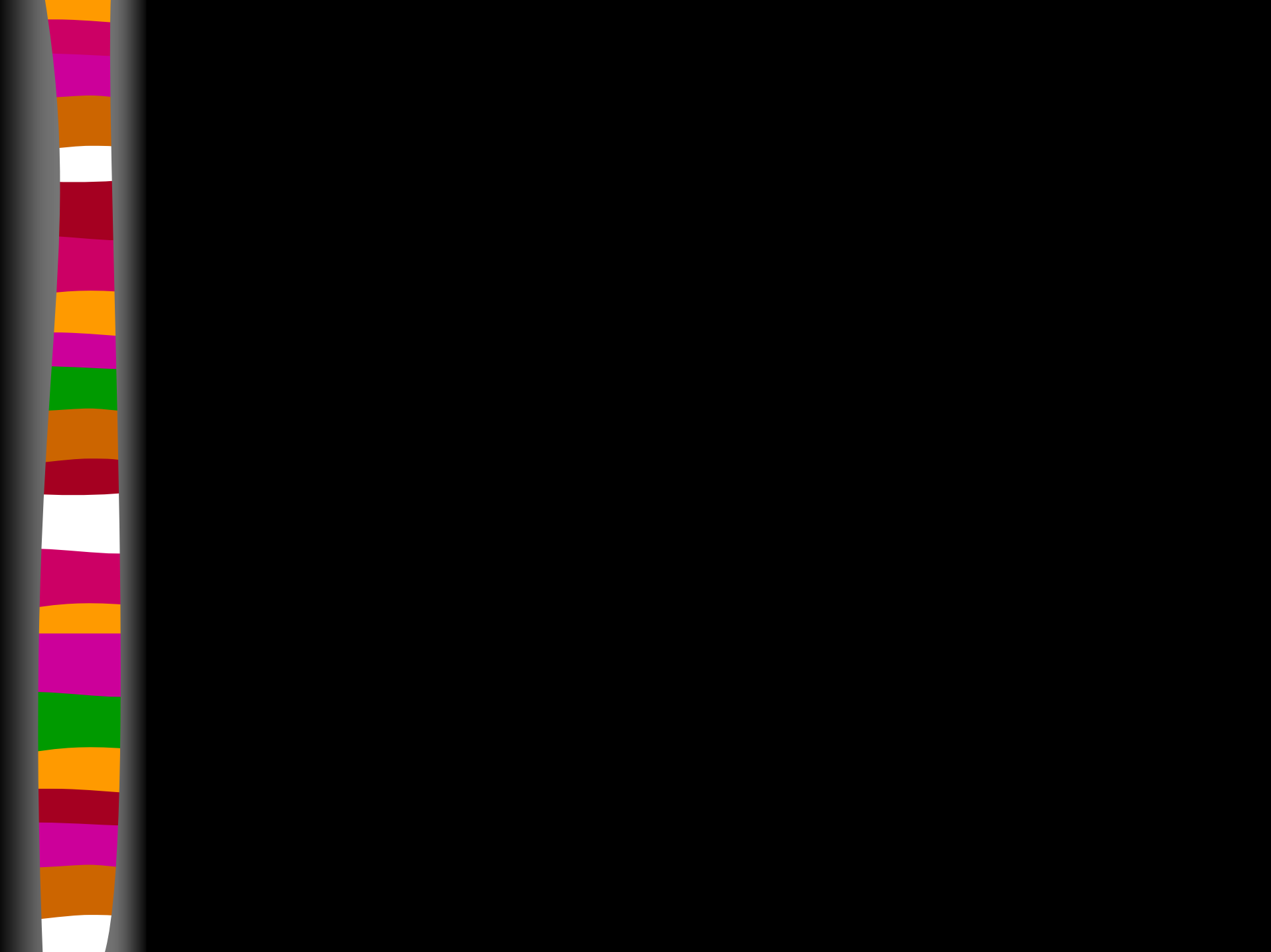
“it isn’t really recycled”



Debunking the Myth!

“recycling isn’t worth it”





How Can We Do Better?

Recycle all paper waste.



**At least 1000 tons
could still be diverted
from the trash each year!**

48% of all waste could be recycled!



Paper and Cardboard



Plastic, Glass, and Metal

Making it Easy

... if it rips, it's recyclable!



Cardboard

Making it Easy

... if it rips, it's recyclable!



Paperboard

Making it Easy

... if it rips, it's recyclable!



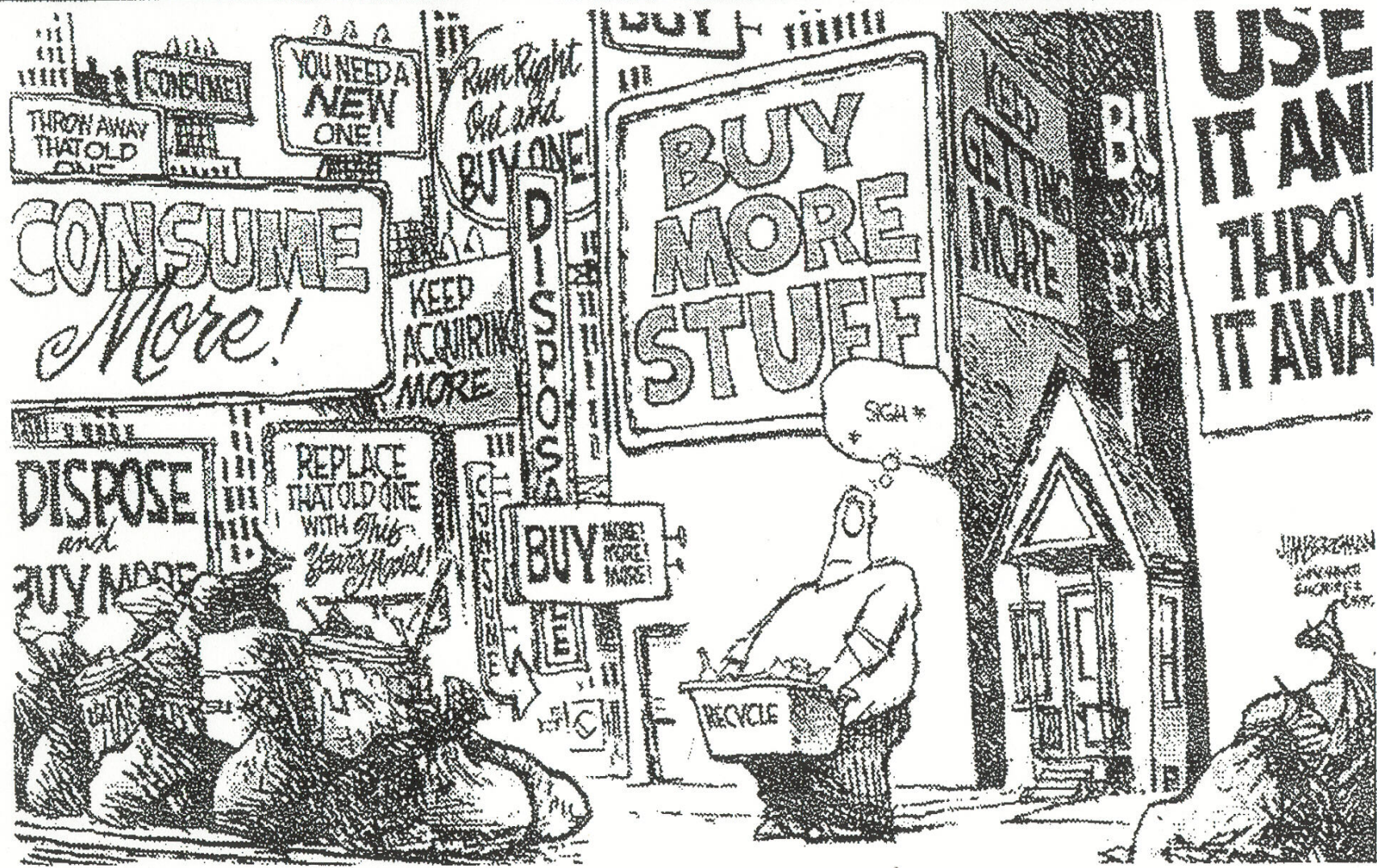
Phonebooks and mixed paper

Making it Easy

... if it rips, it's recyclable!



Magazines and newspapers



**What
about
reducing
waste?**



Compost
Food and
Yard
Waste

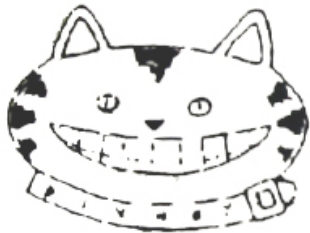


Reduce Junk Mail!





Spreading the Word...



Give your
trash ♻️
Lives—
Recycle in
Cambridge!

Hi! I'm your
curbside recycling
block representative.

NAME _____

PHONE _____

Please call me if you have any questions.

Spreading the Word...

- ✓ Talk to friends, family and neighbors
- ✓ Think about being a neighborhood resource on recycling!



VISIT OUR NEW WEBSITE:

www.cambridgema.gov/theworks

Click on divisions then recycling



Recycling



cambridgema.gov

-----» Quick Links «-----

- Services »
- Divisions »
- Information & Hotlines
- Schedules
- News & Updates
- Maps
- Permit Applications
- FAQs
- DPW Home



- Residents
- Schools
- Businesses
- Hazardous Products
- Composting
- FAQs

- What to Recycle
- Trim Your Wasteline
- Yard Waste
- Computers & TVs
- Appliances
- Apartment Buildings
- Where Does My Recycling Go?
- Order a Bin
- Donate & Recycle Listings
- Christmas Trees

10th! View the flyer...
on May 17th! Click

The Recycling Division plans, implements and maintains cost-effective recycling, toxics reduction and waste prevention programs that are characterized by good communication, good customer service and high participation and recovery rates. We maintain and monitor the curbside recycling program, a Drop-Off Center, as well as recycling in city buildings, schools, public areas, and at festivals. In addition, we help businesses and institutions plan and implement effective recycling and waste reduction programs.

The Recycling Division, guided by the Recycling Advisory Committee, works to implement City policies, improve current programs, and expand efforts to meet or exceed the waste reduction and recycling goals outlined in the City's Climate Protection Plan and the Massachusetts Solid Waste Master Plan. By reducing natural resource waste and supporting the purchase of products with recycled content, we

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Missed Recycling/Yard Waste:
(617) 349-4800

24 Hour Recycling/Hazardous
Waste Info Line: (617) 349-4005

TTY/TDD Line (617) 349-4805

- » Contact Us
- » Drop-Off Center
- » Volunteers
- » Events & Projects
- » Resources

Nominations Sought For Go Green Business Awards



Review

- ✓ Benefits of Recycling

- ✓ Debunked Myths

 - "It isn't really recycled" and "Recycling isn't worth it"

- ✓ Recycling More Paper Waste

- ✓ Ways to Reduce Waste

- ✓ Spreading the Word



Thank you!

**Questions
and
Comments...**